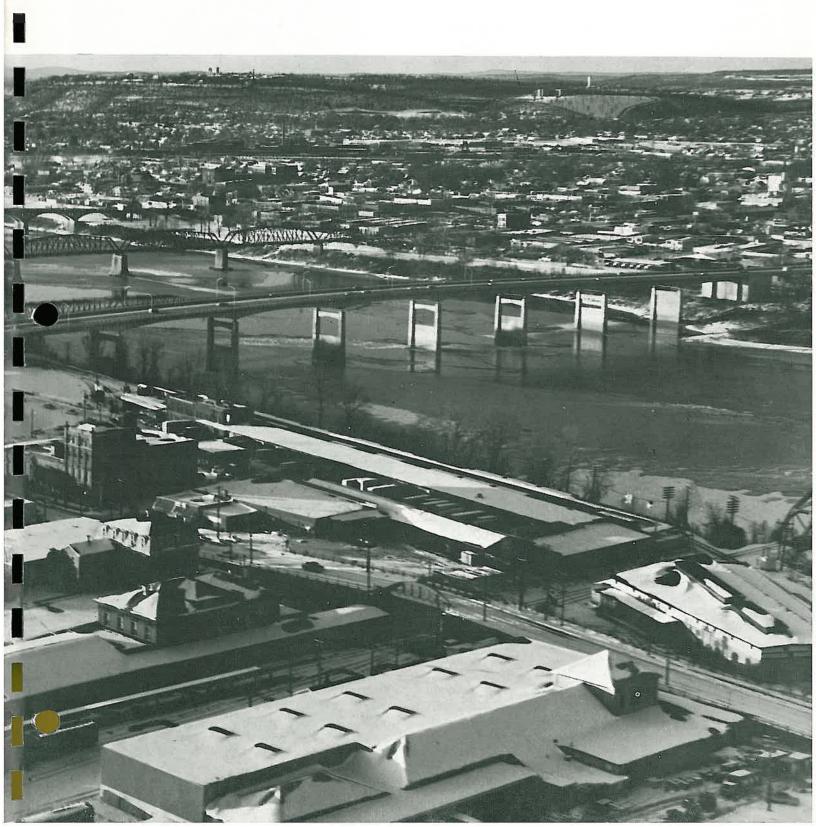
# ARKANSAS HIGHWAYS MAYOGUL JANUARY 1964



# Happy New Year

The year 1963 has been outstanding for the Highway Department in all fields. With the continued cooperation of all, 1964 promises to be even more successful. To all employees and related associates, a Happy, Healthful and Prosperous New Year.

#### THE HIGHWAY COMMISSION

Wayne Hampton, Chairman

W.J. Denton, Vice-Chairman

Armil Taylor

Truman Baker

John W. Harsh

Ward Goodman, Director of Highways (acting)



# Forty Miles Open on Interstate System

On December 13, 40 more miles of the Interstate Highway System were opened, making a total of 109 miles completed out of the 520 scheduled for Arkansas. The 40-mile section is located on Interstate Route 55 from Lake David to U.S. 61, south of Blytheville.

The road-opening ceremony was attended by Department officials and other dignitaries.



In the top picture Highway Commissioner W.J. Denton pulls the wraps from the Interstate sign at the south end of the route. At bottom, removing the barrier at the north end are: left to right: John E. McHaney, chairman of the Blytheville Planning Commission; Blytheville Mayor Jim Edwards; Dento Highway Director (acting) Ward Goodman; and V.E. Harvey, district engineer, Bureau of Public Roads.

## MENTAL ATTITUDE



Address By
BEN M. HOGAN, JR.
Before the Committee on Administration
Southeastern Association of State Highway Officials
Charleston, S.C.
November 19, 1963

It is with a great deal of pleasure and complete awe that I come to speak before such a distinguished group. To me, there is no place known where one could find such a gathering of knowledge and experience in the highway field. For this reason, I think it would be impossible for me to tell you anything about highways - however, I would like to take a few minutes to pass along some of the thinking of the AGC (and me personally) concerning public relations in the highway field.

In researching for this talk, I was unable to find by industry anywhere that was so completely lacking in a program of public relations. On the other side of the coin - there is no industry anywhere that so desperately needs an adequate public relations program. Yellow journalism, headline hunters, truthshading broadcasts and even legitimate Congressional investigations have given the entire industry a black eye in the past. It seems incredible that such a small percentage of the industry could do so much damage to the majority whose only concern is to build the job to the mutual satisfaction of all concerned - including the public. Naturally, when the industry does nothing (or little) to defend itself (or to publicize the great progress made in the past few years) these impressions are accepted as truth by many people.

Gentlemen, I say to you that we do not need a future program of public relations - we need one RIGHT now - at this meeting. I therefore would like to solicit your help in implementing a public relations program which the AGC has tentatively outlined.

Unquestionably, the greatest asset in selling the highway program is simply the HIGHWAYS. A bypass around congested traffic, or a long stretch of open interstate, free from access by hay wagons, pickups and the like, is prime facie evidence to the taxpayer that his money is being well spent.

Mr. Rex Whitton of the Bureau of Public Roads has urged that we try to complete one-half of the Interstate System before 1964. This alone would be a giant step forward in public relations for our industry.

The AGC is asking all its members to distribute pamphlets near construction projects and to motorists passing through. These pamphlets should describe the project, telling of its benefit to the public, and stressing the "shot in the arm" to the local economy. The pamphlets should also make it perfectly clear that the highways are being paid for by taxes on the highway user and not from a general tax fund. Now, I would be less than candid if I didn?t admit that there are some AGC members and many contractors who would be unwilling to spend their own funds for such pamphlets - no matter how little the cost. It seems to me that this could be incorporated into the contract perhaps in the form of a special provision which would insure compliance from all contractors. Many states already have a contract item known as "Maintenance of Traffic." This item covers all sign requirements for a project which range in size from the large construction signs on either end of the job down to the "Men Working" type of signs throughout the project. Of course, we all know that the large federal aid signs on a job are not a pay item - but something that the contractor puts up free of charge. Why not add "goodwill" pamphlets to the Maintenance of Traffic item?

Incidentally, we of the AGC and members of the AASHO Joint Committee with AGC have agreed that these job signs should also tell the public that it is the highway user's tax money paying for the highways and not income tax or any other general tax money.

Another request of the AGC is: "Make every attempt to improve the quality of flagmen." Again, I would like to suggest that somewhere in the specifications (possibly in the Maintenance of Traffic item) this be spelled out. In my opinion, a flagman should wear some type of special uniform, be neat in appearance, courteous, intelligent, and use a more or less standard flag and set of signals. An article in a recent trade journal reported that one contractor even went so far as to use attractive young ladies for flagmen. Naturally, this would slow down the motorists passing through a construction area, but it might also slow down the construction workers and run some blood pressure up, This might have worked for him, however, and if it didn't prove to be too expensive I would certainly be for it - I'm sure not against GIRLS!

The AGC also stresses the importance of informal talks before local civic groups. Fortunately, most AGC members are better at this than I am but, unfortunately, they are usually reluctant. This is something that the highway department officials are doing and with much success. Our Chief Engineer, Ward Goodman, recently spoke to the Rotary Club. He was very well received and made quite an impression on all the members. I beg you to go back home and carry the highway message to your local clubs and, as a contractor, I will persuade my fellow members to do the same.

\* \* \*

The AGC emphasizes the favorable image we can create by publicizing the highway program and progress in our local newspapers and trade journals. More and more is being accomplished in this respect every day, but certainly you and I can enlarge on this in our local areas. The use of movies that have been made concerning our program are very effective when shown where they will do some good. There are many movies such as "The Great Highway Bargain" made at the AGC's 44th Convention in March of 1963. Our highway department in Arkansas makes a movie each year showing the progress in our state highway program. This is terrific public relations work and I would like to suggest that you talk to your highway departments about making such films then make sure that they are shown to the public. It is extremely important that all movies, and for that matter, all public relations efforts be directed not only to groups connected with the industry but to JOHN Q. PUBLIC as well.

At the present time, the National AGC is having a film made which will be available in the near future. This film will tell the highway story positively and will be of top caliber production. It is my understanding that the director of the film won an academy award for his direction of a short subject film last year. In addition to private showing, this film will also be distributed in the legitimate movie houses in an effort to tell the true highway story. So far, the title is still a secret.

The AGC also urges that we make use of adequate road signs and detour directions. One of the worst mishaps in public relations is the lost motorist who can't find the detour, or whose teeth are chattering from the inadequacy of the detour. The signs shou be well planned and the detour well maintained. Again, this should be part of the specifications. In conjuction with this, I would like to say that it is terribly upsetting to "Joe Doakes" when he drives his car in a four-lane highway, which suddenly narrows to one lane, then observes no work going on. It is urged that the road be restricted, or closed. only while work is in progress. Some people believe that the acid test for a detour is for the project engineer and job superintendent to have their wives drive through the job and check the detour out. Like most things, if it suits our wives, it's perfect.

AGC's "Bulldozer Plan" is another important step toward better public relations. Under this plan, AGC members make their equipment and personnel available to authorities in times of natural disaster or war. It would be beneficial if the highway departments were also an integral part of this program. Above all, the program should be publicized both prior to and during its implementation.

In addition to all of these ideas for public relations work, there are many more. One of them has been National Highway Week which has improved the nation's concept of the highway program. Of course, VIP tours over the highways under construction are valuable publicity and NEVER overlook a chance of giving a local politician the opportunity of a

a ribbon-cutting ceremony.

Gentlemen, I have mentioned a few of the methods we can use to enhance our public image and thereby help sell the highway program. Some will cost money, others personal time and possibly some - such as courtesy - will cost nothing. However, there is one thing we can all do that will cost nothing and will be to everyone's advantage. What I am referring to is: keep our family quarrels within the family. Too often we hear such offhand remarks by contractors as "that highway department is being run by a bunch of kids" or "that engineer doesn't have enough sense to come in out of the rain" and so on. On the other hand, we hear "those contractors are so dumb they don't know whether they are bidding that crushed stone by the ton or by the yard" or "I wouldn't let that contractor build an outhouse for me." Such derogatory remarks are very injurious to the industry and, of course, are completely unforgiveable.

We must not condone such conduct and I hope that you will take steps to prevent your personnel from speaking out of school in the future. This is something that needs drastic action -from the very top to the very bottom - of every highway depart-

ment and every contractor's organization.

In addition to highway department policy, bulletins, etc., I think the most effective way to abolish im-

proper criticism would be for the highway department and the contractors to make a concerted effort to change the MENTAL ATTITUDE of their co-workers.

As a contractor, I feel that I have sometimes prematurely criticized an engineer before thinking constructively. Actually, I feel that I am extremely lucky to have such experienced and competent people helping me build highways, because without them I could not make a living for me and my loved ones.

It would behoove the highway departments to try to realize that they have the greatest contractors in the world working for them, building the greatest highway program in the world. In short, I think that when we get back home we should devote more time and effort in improving our public relations. Possibly you can use some of the ideas mentioned here but, above all, go home and see if you can help your highway department workers (from top echelon on down) to acquire the proper MENTAL ATTITUDE.

# Arkansas Highway Users Conference to Assist BPR in Developing Emergency Traffic Plan

A recent sea disaster has brought into sharp focus the chaos, injury, and loss of life resultant when strategic personnel fail to function at a time of emergency. If the United States were subjected to a nuclear attack the nation's bridge and highway facilities would be severely damaged and contaminated by radioactive fallout. To help avoid the chaotic transportation situation which would inevitably follow, it is necessary to recognize the hazards and make plans to utilize the remaining highways as advantageously as possible.

Recognizing that need, President Kennedy, by executive order issued February 16, 1962, assigned the responsibility of keeping the highways open under emergency conditions to the Bureau of Public Roads

Federal Highway Administrator Rex M. Whitton, head of the Bureau, in turn, asked each state highway department to develop a traffic regulation plan.

He has also enlisted the assistance of the National Highway Users Conference, which is made up of various highway user groups, such as (in Arkansas) he Rural Letter Carriers Association, the Farm Bureau, Arkansas Automobile Club, Arkansas Bus and Truck Association, and Arkansas Oil Dealers Association, among others.

The Arkansas Highway Users Conference at their meeting October 16, 1963, offered to work with the Highway Department in the development of an emergency traffic plan. Governor Faubus, whose place it is to authorize and assign the responsibility of emergency traffic regulation, has designated the Arkansas Highway Users Conference as the civilian organization to assist the governmental agencies in the regulation of traffic on the highways if and when the need ever arises.



Governor Faubus signs the document officially designating the Arkansas Chapter of NHUC to work with the Bureau of Public Roads in developing a traffic plan to use in the event of a national emergency. Looking on are, left to right: Don R. Reese, manager, Arkansas Bus and Truck Association; Frank Potter, Arkansas Automobile Association; Lt. Col. Carl Miller, assistant director, Arkansas State Police; Kenneth Danforth, executive secretary, Arkansas Oil Dealers Association; Lawrence Fisher, president, Arkansas Highway Users Conference; Y.W. Whelchel, administrative assistant, AHD; and Acting Highway Director Ward Goodman.

### FIVE ENGINEERS BECOME REGISTERED PROFESSIONALS

Five Highway Department employees recently passed the examination for registered professional engineers. The five were: Billy Osburn Hurt, Little Rock; Billy Doyle Mulhollen, Manila; Curtis Glen Pangle, Huntsville; Harold Curt Shaddox, Western Grove; and Gene Arnold Stumpff, Little Rock.

Hurt is now employed as a designer in the Roadway Design Division. Mulhollen is an acting resident engineer in District 10 which has headquarters in Harrison and Stumpff is an acting resident engineer in District 6, which has headquarters at Little Rock.

## Dowell H. Anders Receives Certificate of Appointment

Former Chief Attorney Dowell H. Anders received his certificate of appointment to the General Counsel's staff of the Bureau of Public Roads in Washington last November. Secretary of Commerce Luther Hodges made the presentation.

In a letter "back home" Dowell writes that the ceremony of officially coming into the Bureau is quite an affair and he stood in line shaking hands for some twenty minutes after the presentation. Among other comments, he writes that his job is much more encompassing than he had even expected, that his office "is almost as large as a handball court," and "with drapes at the windows and carpeting on the floor." He says that it lacks a dartboard, but no matter, as crises come up by the hour and he wouldn't have time to enjoy it anyway.

But he says that come spring, he will miss the birds who always made a nest in the attic over his office in the old Highway Department office building.



Federal Highway Administrator Rex Whitton, left, and Congressman Wilbur Mills, right, look on as Secretary of Commerce Luther Hodges and Anders hold the certificate.

### BOLIVIAN VISITS ARKANSAS TO STUDY ARKANSAS HIGHWAY PROCEDURES



Senor Jose Manuel Palenque (pronounced Palink'-e), chief auditor of the Bolivian Highway Department, was a guest of the Department for four weeks observing administrative, auditing, personnel, and cost accounting methods. His itinerary has already included six weeks with the Tennessee Highway Department and he is now spending another three weeks with the New Mexico Highway Department. After that he will go to the West Virginia Highway Department and the Bureau of Public Roads in Washington before returning to Bolivia.

A charming fellow with a quick wit and disarming smile, Jose made a number of friends while here. As is usual in many Latin American professional families, his father, wife, and brother-in-law are ithe same field, as were a sister and brother who are deceased.

Five years of college are required to obtain a degree in economy in Bolivia. Senor Palenque is a graduate of the oldest university in Bolivia, the University of San Francisco Xavier in Sucre, one of Bolivia's two capitols. He lives at La Paz, the second capitol, a city two miles high, with a population of about 400,000.

Palenque says that Bolivia has one free-way type highway which extends some 400 miles east and west through the country, which is about 1½ times the size of Texas. They have plans to begin construction next year on another route of approximate length through the central and northern part of the country. Almost all other roads there are two-laned, gravel highways.

Revenue for highway construction in Bolivia comes from three principal sources - a per cent of gasoline cost, a head tax of 10 pesos (\$0.83) per year assessed on all persons between the ages of 18 and 60, and an apportionment from the government's general fund. Revenue from auto licenses goes into the general fund instead of being earmarked for highway use as in Arkansas. All highway construction, as well as a large per cent of highway maintenance, awarded by bid to private contractors.

Senor Palenque speaks English amazingly well to have been studying it only five months. His hobby

is perfecting and enlarging his vocabulary in Spanish, to which he devotes approximately an hour a day. He mentioned that he makes speeches quite often; doubt an extension of his interest in language

Quite a connoisseur of the arts, he is especially interested in the violin, which he plays, and drama. He has directed several university and community plays. He also likes art and poetry and enjoyed a visit to the art center during his stay in Little Rock. There is no television in Bolivia but some movies are made there, mostly documentals, however. Movie theaters are numerous, showing foreign films, including American ones.

Jose is not politically affiliated but is very patriotic. He dislikes to hear Americans refer to themselves as just "Americans" instead of "North Americans" since Bolivians are proud to say they

are Americans, too.

When asked if Bolivia raises coffee, he smiled broadly and replied, "Yes, real coffee. We call your coffee 'umbrella coffee' because its only resemblance to ours is that it is black." He said that most of his impressions on this first trip to America have been favorable, however, he noticed the nervousness and hurry which has become so commonly linked with "North Americans." That is to be expected, since "manana" is usually soon enough for Latin Americans. -- Mary Day

#### HIGHWAY DAMES

The Christmas season began early for the Highway Dames with a beautiful luncheon in the Sculpture Room of Hotel Sam Peck on December 12.

A nostalgic Christmas reading by Lonnie Gibbons of KARK added to the holiday spirit. The guest list included Mesdames Robertson, Patillo, Jackson, Greer, Haynie, Hutchingson, Matthews, Tallant, Holland, Rownd, Davison, Elledge, Vinson, Kent Brown, Smith, Longfellow, Don Martin, Hall, Hewitt, Overby, Hayes, Raymond Jones, Ralph Jones, Venable, Peevy, Bastian, Henry Gray, Huie, R.V. Martin, Moore, J.C. Perkins, Hurley, Goodman and Mattox.



Additional contributions to the Dames Assistance Fund which were made after the December issue of the magazine went to press include:

> Mr. and Mrs. Kurt Mahla Mr. and Mrs. Harold Bastian Mr. and Mrs. L.M. Elledge Mr. and Mrs. Kent Brown Mrs. Ferol Jones Mr. and Mrs. Bill Moore Mr. and Mrs. Hubert Holland Mr. and Mrs. Charlie Venable Mr. and Mrs. Don Martin Mr. and Mrs. Robert C. Andrews W.I. Rainwater, Jr. Mr. and Mrs. Henry H. Vopel Mr. and Mrs. Bert Rownd Mrs. Virginia Tackett Mr. and Mrs. Ralph B. Jones Mr. and Mrs. John Tallant Mr. and Mrs. W.K. Bartleson Mr. and Mrs. W.E. Wilson Mr. and Mrs. Walker C. Haigh Mr. and Mrs. Dale Davison Mr. and Mrs. Jack Teasdale Mr. and Mrs. John T. Pendergrass Mr. and Mrs. J.R. Henderson Mr. and Mrs. Henry W. Schneider

The January 23rd meeting will be held in the Commission Room with Mrs. H.H. Perkins, president, presiding. Mrs. James Matthews, program chairman, has announced that Dr. Carl Wenger will speak on "Our National Heritage." This promises to be an event which everyone will be eager to attend and bring guests.

-- Mary Virginia Smith (Mrs. M.S.)

## news bits ...

Y.W. Whelchel's daughter Jane, who is editor of the Central High Tiger, received a letter from Paul Swensson, executive director of the Wall Street Journal, commending her on her editorial in the Tiger regarding the assassination of President Kennedy.

Adele Fiedler dared the snow and ice to keep her from spending the holidays with daughter Sandra and her husband Don Hicks, and cherished granddaughter Kristi in Birmingham. She took the high road and got there "afford" it, only to have a virus knock her for a loop during her visit. Anyway, she got to see threeyear-old Kristi wade through her mountain of gifts. Adele is the secretary in Surveys Division.

Safety Officer Bill Huie and his cute wife Glennie have bought a lovely home at 4400 Arlington Drive in Lakewood. A number of Highway Department people, including Johnnie Beavers, Jim Meredith, Sam Smith, Buddy Lewter, and Alene Daniels are already residents of the area. Bill expects to take a 1964 census of his friends, come moving day.



GENE CAGLE has been employed as Buildings and Grounds superintendent. He is a native of Dumas and came to the Highway Department from Dallas where he has been employed for the last eight years. He is married and has 3 girls and one boy. The Cagles reside at 3124 Schiller.



Ralph Post and Eroda Lee Quiller of Buildings and Grounds are holding their 5-year service awards presented in November.



BEGINNER'S LUCK came for Johnnie Gray on New Year's Day when he brought down a 170-pound doe. Johnnie isn't a beginner deer hunter - he's just beginning to have a change of luck. An ardent sports enthusiast, he usually hunts deer the hard way - with bow and arrow. The doe was taken on the Louis Rush farm south of Crockett's Bluff in Arkansas County. In on the excitement were (left to right in the picture) Tommy McKellar of Little Rock, Johnnie's younger son, Harold, and Rusty Rush. Johnnie is the one with the supercilious expression behind the jeep.

Harold, also hunter, was more relieved than excited, for his dad had threatened to never go any more if he didn't get one that trip. Now Harold is looking forward to a great many more hunts - and so is his dad for that matter.

#### WEDDINGS OF NOTE

Several weddings of interest to the Highway family have been events of the past few weeks.

On Thanksgiving Day Robert Dallas Keene, son of Chief Auditor and Mrs. R.B. Keene, was wed to Theresa Jean Watkins, daughter of Mr. and Mrs. Debs Watkins of Benton, in the First Methodist Church of Benton. The groom is a June, 1963 graduate of Hendrix College. He has just completed a training course in quality control with Coca Cola Bottling Company. The bride will receive a degree in elementary education from Hendrix this month.

The wedding of Raymond Wayne Major, bridge designer, son of Mr. and Mrs. Raymond Lane Major of Little Rock, and Miss Norma Kay Taunton, daughter of Mr. and Mrs. Carlos Taunton of El Dorado, took place in the chapel of the First Baptist Church in El Dorado December 28. A reception was held in the social hall of the church after the ceremony After a wedding trip, they are at home at 5511 A Street in Little Rock.



Mrs. R.D. Keene



Mr. & Mrs. Wayne Major



B.J. Dennis and Miss Mary Beth Wilkins of Colt were married in Colt Baptist Church December 22 in the presence of their families and a few close friends. Mrs. Dennis is the daughter of Sidney Wilkins of Colt. B.J. is a member of the bridge crew in District 1, Wynne. They are at home in Wynne.

The following poem is dedicated to all our maintenance men who were out in full force helping to keep a streets and highways clear and safe for motorists during the big snow. These men gave unselfishly of their time when they most wanted to be with their families during the holidays.

#### CREW MAN

It was 5:00 A.M. when they hit the street -Twelve hours ago and, man, he's beat.
All day bucking a 10-inch snow
And they say she's dropping to 4 below.

Plow and shovel and start and stall,
Spread the salt, and heave and haul.
Twelve long hours on a man-sized chore,
And he won't be home for another four --

For the drifts still tower all over town

Though the snow has stopped and the winds died down.

He'll miss his dinner and he knew he would (It's a damn good thing the coffee's good!)

But dinner and sleep are the sacrifice
For taking the teeth out of snow and ice,
And he gets a kind of a lift somehow
To know that the city is moving now,
That the buses are making it when they're due,
That the Dads get home and the trucks get through,

That tomorrow the stores will be jammed all day.

And the kids will be getting to school okay.

Bad weather's his job and his job is grim

But the streets get clear and it's thanks to him.

But thanks is a word that'll get no heed

When you talk to a guy of the snow-crew breed.

"Look, that's the job," is all he'll say.

It takes a man to feel that way.

--Morton Salt Company



Floyd Bradley, motor grader operator in District 6, was at the helm of this grader on Sunday, December 22.

## AROUND THE DEPARTMENT



Pat Koonce

Tyronza Hines, regular reporter for the Accounting Division, is vacationing with her husband in Warren, Ark., Tyronza's husband has just completed his six months' active duty with Uncle Sam at Fort Leonard Wood, Missouri.

A potluck luncheon was enjoyed by those who managed to maneuver the snow on December 23. Gag gifts were exchanged and fun had by all. No gift came as such a surprise as did Betsy Morrison's gift from her husband. We are all happy seeing her drive her new '64 Navajo Beige Galaxie 500.

Carl Morris is deer hunting at this writing. Let's hope that he has better luck with the deer than Les Perry did with the quail.

A lot of traveling for Christmas was done by our employees. Georgia Cottrell visited her grandchildren and other relatives in southern Arkansas. Joy Marshall went to see her folks in Humphrey and Olin Randle visited her son, David, in Fayetteville. Brenda Sutton braved the weather and went to Wichita Falls, Tex., to visit her brother and see her niece for the first time.

Home to visit parents for the holidays are Betty Boysen, daughter of Aleene and Irene Hawkins' sons Jimmy and Carol and Jimmy's wife Annette Margaret Allen's son John, from Huntsville, Tex., and family also were home for Christmas.

We are sorry that the weather and a bout with her tonsils kept Betty Russenberger from taking a planned trip to Texas.

The Accounting Division has the pleasure of having a visitor from the Republic of Bolivia. Jose M. Palenque of La-Paz, Bolivia, has been with us studying accounting procedures. Jose is in this country as a guest of the Bureau of Public Roads and we are fortunate that Arkansas was chosen as one of the few states he is to visit.

BRIDGE DESIGN

Virginia Tackett

It's always a privilege to be Secretary in Bridge Design, but at Christmas time it is a particular pleasure, and one that is appreciated more every year. Many of our staff were already on holiday vacations on Monday before Christmas, but there were still around 20 working, and those of us

here had lunch together in the Division. As usual, the distaff side of our families sent Christmas treats in amounts we were barely able to handle, but handle them we did.

Walker Haigh was pleased to find his mother recovering nicely from her operation when he arrived in Fayetteville before Christmas. She had fallen, broken a hip, and developed pneumonia. As soon as the pneumonia was allayed, her hip was repaired and the hospital had her in a wheel chair for a period each day almost immediately. Although Walker is still concerned, we are all optimistic about her recovery.

Catherine Carlson Rochester and her husband Kenneth Rochester arrived Christmas Eve night to spend the holidays with her father L.P. Carlson, and at this writing the whole family, including Larry, who flew home from Juneau to join them the Saturday after Christmas, is still celebrating. After partying with their friends in Little Rock, the Carlson family sojourned to New Orleans (Catherine lives in suburban Slidell) for more holidaying and the Sugar Bowl game. We're looking forward to having our Bridge Engineer back in the office and Larry will be heading back to his job with the Bridge Design Division of the Alaska Highway Depart-

On December 28 we all wished we could be in El Dorado to see Kay Taunton and Wayne Major married. Most of us have met Kay, a beautiful girl who works in Attorney General Bruce Bennett's office. They are at home in Apt. 2 at 5511 "A" Street. We wish for them a long and happy life, and are confident that they will find it to be so.

The New Year finds us all tired but happy, and looking forward to next Christman which, we swear (as we always do), will find us better prepared.

COUNTY PROGRAM

Barbara Oldham

We all enjoyed a Christmas get-together with friends and co-workers at noon on Thursday, December 19. It was nice to have Mr. and Mrs. Harry M. Wright back with us for the occasion. Mrs. John Tallant artfully decorated our table with a string of poinsettias around the edge of a lace tablecloth. It was a cheery setting for the array of brownies, cookies, cake, and sandwiches.

We wish to thank Max Hall's daughter, Jo, for baking us a wonderful chocolate cake. Visit us again Jo, anytime, with or without cake.

Coffee was served and everyone seemed to enjoy the Christmas party.



Glynoreu Smith

We are sorry to lose Mary Gire who accepted a position with Pfeifers of Arkansas. She flew to Tulsa, Okla., to observe an installation there before reporting to work Monday, December 30.

Dale Hoggard, our newlywed, went deer hunting and bagged one.

All of us enjoyed Erma Jetton's big birthday cake.

Nedra Barton's son, Tony, underwent surgery and is convalescing nicely.

Jim McGraw, better known around here as "Mac", went home to Malvern for the Christmas holidays.

Carolyn Reddin and husband, Jimmy, spent Christmas through New Years at Hampton with their families.

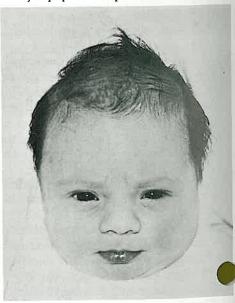
This reporter enjoyed having her parents at her home for Christmas dinner.



EQUIPMENT

Sally Crook

Mr. and Mrs. M.W. Skelton are the proud parents of a 7 lb. 6 oz. girl, Rhonda Lynn, who was born December 27 at Baptist Hospital. Mr. Skelton is a mechanic in the Heavy Equipment Shop.



Hi! I'm Rhonda Lynn Skelton

Charles Westlake, who works in the Body Shop, and Linda Kay Tullos were married Friday, November 29. They are now making their home in Jacksonville. Illustrate Kirchoff spent the Christmas lenry Kirchoff spent the Christmas with his mother, Mrs. Lena Kirchoff, in Paragould. Henry said that his mother, who will be 92 in February, can still beat the socks off of him playing rummy.

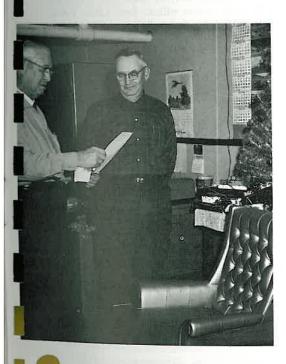
Mr. Hayes presented Mr. O.E. Wagner with his 15-year service awards in November. We would like to offer our belated congratulations to Mr. Wagner and an apology for omitting this item in last month's issue.

We have one new car this month, L.E. Harper is driving a '64 black and white Comet.

Birthdays in December: J.A. Campbell, C.W. Colvert, W.R. New, H.B. Kirchoff, J.J. Millender and J.L. Goins, Jr.

During the noon hour on Monday, December 23, the Equipment Office served a pot-luck dinner. Gifts were exchanged and Mr. Hayes was presented with binoculars. It was a combination Christmas party and retirement party for Mr. W.K. Heard, Mr. Heard was presented with a swivel rocking chair for his "lazy days" after his retirement on December 31. The food was delicious and the party was enjoyed by all. Guests were Johnnie Gray and Earl Bowman.

We wish to extend our sympathies to Martha Pearle on the death of her father, C. Pettey on December 17.



C. Don Hayes and W.K. Heard shown with his retirement gift, a swivel rocker.



#### PERSONNEI

Sandra Moye

The Personnel office had its Christmas party on Friday, December 20. The party was held during the noon hour beginning with a pot luck dinner. There was certainly a variety of foods and each individual ate to their fullest. Dale Davison's wife, Margie, attended bringing her specialty and our favorite, baked beans. After the feast, we all exchanged gifts. With that the bell rang and we all returned to normal—well anyway normal for the nearing Christmas holidays.

All of us had much to do and many to see but perhaps the person who went the farthest and saw the most was Mr. Davison. He and his family drove to Iowa, where they spent Christmas with his nine brothers and sisters and their families. It is a rare occasion that they can all be together, so we know they really enjoyed their trip.

Of course New Years brought a fresh start and most everyone wanted to start off with good luck. Blackeyed peas and hog jowl is one of the old traditions still carried out by many in our office, as well as elsewhere. Among them were Jane Greenlee, Sibble Cox and Lucille McDonald. This reporter was not among them, as she is still learning the basics of home cooking from a can.

At the end of this month Personnel will be losing a personal friend as well as a secretary. Lucille McDonald is going on maternity leave and won't be back for some time. We will all miss her deeply. We all want to wish Lucy the best and God be with her.



**Bonnie Thomas** 

Nearly everyone is working again after the holidays and bad weather. Several employees waited until the end of the year to take their annual leave. Many enjoyed trips out of town, or friends and relatives visiting here. Bill Cypert spent a few days after Christmas visiting in Houston. Katie Brasel was in Dallas during the holidays.

Don and Fay Mounts' daughter and her family spent the holidays here in Little Rock visiting the Mounts. They live in George, N.Y. Jane and Carl Huff spent Christmas with their son, Raymond and his family, in Fayetteville.

There are two new Pontiacs in our parking lot - Jim Carvell, Jr.'s blue

Tempest Lamas and Buddy Lewter's Cranberry Red Catalina.

The girls helped Ruth Cantley celebrate her birthday December 20, with coffee, cake and a gift.

December 23, we all enjoyed pre-Christmas desserts and coffee at noon.



#### **PROCUREMENT**

Lou Hardy

Our news this month is largely marital of one duration or another. Maurice Pickens exchanged vows with Aubrey Carroll on December 19. Aubrey is employed as a design engineer with Allied Telephone Company. Both Maurice and Aubrey are from Star City. Our best wishes to the newlyweds.

Speaking of togetherness, Jim and Martha Meredith have spent 20 years of this. They celebrated their 20th wedding anniversary on December 31. The occasion was observed with a New Year's Eve party with brothers and sisters as guests. Of course, Christmas was complete for the Merediths when Conley arrived home from the University of Arkansas for the holidays.

Lewis Wade took several days off during the holidays. His parents, Mr. and Mrs. J.B. Wade, were given a 50th wedding anniversary party at the home of Lewis and Leta Wade.

This reporter and husband also celebrated an anniversary, although it is only the 5th. I enjoyed a weeks' vacation and we spent the holidays with parents.

Our magican, Frank Caple, did another one of his shows at the Top of the Rock for the Benton-Bauxite Rotary Club. The Caples spent a quiet holiday with relatives at Benton where they also attended a class reunion.

Bud and Willene Dorris spent the holidays in Star City and attended a New Year's Eve party at Jim and Jon Shaws.

Betty and Harold Claude had their son, Gary, home for the holidays. Can you imagine anyone getting out in weather like we have had to try out a Christmas gift! Well, Harold braved it to try out the Bar-B-Que grill he received.

Until next time, we would like to wish each and everyone a very happy and prosperous NEW YEAR!



Shirley Childress

The Right-of-Way Division held their annual Christmas party at Tia-Wanna, December 20, with 52 people attending. Everyone seemed to have a very nice time.

Gifts were exchanged and refreshments served at the office party held Monday afternoon, December 23. Some of our employees were on vacation and missed the party and a few could not get to work because of the weather.

The picture shown below is of H.B. (Larry) Lorence, our new employee in the Engineering Section. Larry started work here on December 2, as an Engineering Technician. He is relocating in Arkansas having recently moved here from Chicago.



They tell me that it was awfully quiet around the office the week of Christmas. I couldn't say for sure because I was among the many of employees that took a few extra days off for Christmas. I'm not sure I should have reported this though because it sounds as if all the noisy people around here were on vacation.

Jack Hamilton took more than a few days off for Christmas. He left the day after Christmas and went to California to attend a wedding. He returns to work January 6.

The only news this reporter has from our deer hunters is that Nathan Garrett got another deer this season, this time a doe, Herman Schmidt killed a doe and Curtis Hutchins killed a 6-point buck.

Mr. Luton didn't get a deer to brag about but he has something a whole lot better, a white '64 Mercury.

The employees of the Appraisal Section are beginning to believe that they are jinxed. Two of their employees had car wrecks during the holidays. Zack Mashburn received a mouth injury that required several stitches but he is back at work. Polly Kemp was also involved in a car wreck but was not injured except for bruises. Winston Guthrie's brother and sister-in-law were also in a car wreck the same week.

On behalf of the Right-of-Way Division I would like to wish each of you a very HAPPY NEW YEAR!



Despite the big snow and the absence of principal hostess Miss June due to illness, Roadway Design's Christmas Luncheon went off successfully as scheduled on December 23. A large amount of the success, however, is due to Sharon Burnett and Gail Hamm who so graciously supplied the feminime know-how to actually put the show on the road. Many thanks to two helpful and pretty ladies. (The male members of the Food Committee also helped!)

Henry Easter, Jr. is leaving us to enroll at Arkansas Tech and we really hate to see him leave.

Bud Smith came by to see us before moving to his new retirement home. He promised to come by again in three months when he comes to Little Rock to see the

Did you recognize the countenance of Bob Thomas on one of the TV Christmas offerings during the holidays?



#### DISTRICT



#### Janet McElduff

A diller, a dollar, a 10 o'clock scholar, I can hear Martha holler from here!

We're late with our news, for busy we've been.

But wanted to share in the cheer!

We welcome Jim Tucker, former assistant resident engineer from West Memphis, to the job of maintenance superintendent in District One. Jim came over December 1 and will move his family to Wynne at the end of first semester. No stranger to us, we feel that an old friend has come home to roost. He has two fine-looking boys and a pretty little girl whom we know will be assets to our community. We know that they will fit in well, especially since Jerry, his wife, has already sent us a box of home-made cookies!

We report a successful Christmas party for those employees in the immediate area of the District office. We had ham, turkey, potato salad, good hot baked beans, relishes, cranberry sauce, and all the good cakes and pies you can imagine. It is the office girls' one opportunity to show the men how much we appreciate their help and kindnesses. It is a pleasure to

put on the Christmas party each year. Jeff Lindley and his wife, Helen, invited the six girls in the office to their home for dinner several weeks before Christmas. We've written before of Helen's cooking talents, but think she outdid herself that day!

Once again we are proud of the Maintenance employees in this District for the job they did during the snowstorm which buffeted this area. Many were called in from annual leave, while work went on day a night over the two holidays. We say thanks to each and every one for their willingness and performance of duty over this hazardous period for the traveling public.

Happy New Year to yaw'l and COME SEE



#### DISTRICT



Ouida Cruce

We enjoyed very much having Ronald Keene and G.W. Stanford visit with us December 19. We invite them to come back again real soon.

Service Awards for December went to Lee G. Cox and John C. Hughes, 10 years. Lee is a mechanic living in Pine Bluff and John is the Desha County Foreman.

Congratulations to Garlon Tidwell, whose marriage to Mary Eva Zeno was an event of October 31 at 7:30 P.M. in the Winchester Methodist Church. A wedding trip took them to Nebraska and Carlsbad, N.M. They are now at home in Winchester. Garlon works for Construction in the Monticello area.

The Ashley County crew recently held safety meeting at Hamburg Area Hea quarters. They had a very good meetin with all employees taking part. Some of Lester Rabb's sealing crew also attended. Bill Huie, safety officer from Little Rock, was at the meeting and the employees enjoyed his speech.

J.J. Doss of Hamburg retired December 10. He will be missed, but we wish him the

best in his retirement.

We had our District Christmas party Saturday morning, December 21. With all the bad weather we had a good attendance and lots of delicious food to eat. We enjoyed very much having the retired employees with us - Inez Royston, R.C. Warren, Walter Combs, W.H. Cook, Mr. and Mrs. C.B. Ussery, Mr. and Mrs. Garland Vick, and Albert Jackson.

We extend our deepest sympathies to Charles Russell Gaddy whose grandfather passed away December 24. Mr. Griffin was

97 years old.



#### DISTRICT



Olive Jackson

Robert Aaron Skinner received his 1 year service awards last month.

Employees of District 3 had a Christmas get-together at our district headquarters December 20. A delicious luncheon of

quail, chopped sirloin, baked beans, slaw, cheese dips, potato chips, ice cream and coffee was served. About 100 employees attended. Following the meal, employees ere entertained by a five piece string nd, the "Highway Rhythemaires" consisting of Floyd Pharris, Sr., Richard Pharris, Charlie Webb, Joe Barham, and Cecil Ray Faught, a former employee. Gift certificates were presented to our bosses, Messrs J.E. Lowder, A.M. Clark, and Ted Maryman. Due credit should go to Gene Pendergraft who was mainly responsible for such a delightful occasion and also to Houston Kitchens and Wayne Marcum who so ably assisted. The lucky recipients of the two door prizes given were Howell Baker of Hempstead County, and Shelby J. Garney of Howard County. The luncheon was concluded with singing Christmas carols.

Second Lt. Dale Wylie left December 1 for Ft. Knox, Ky., for Army Armor School

which will last eight weeks.

Edna Lewallen returned from Dallas where she went to make the acquaintance of her new grandson, little Charles Clark Stephens, who arrived December 6. He is the son of Carolyn and Bob Stephens and is their second child.

We are happy to report that Clovis G. Tittle is now back on the job after being in the Branch Hospital several days.

Lance Cpl. and Mrs. Bobby Hampton of Jacksonville, N.C., are the proud parents of twin boys. Gregory Allen and Jeffry Lee, the arrived November 15. They are the andsons of Earl (Mutt) and Peggy Hampton.

A HAPPY NEW YEAR TO EVERYONE FROM DISTRICT 3!



#### DISTRICT



Carl Davis

Mr. and Mrs. J.C. Thompson visited in Texarkana with their son Harold, wife and son, David, over the holidays.

Mr. and Mrs. Edgar McCown and daughter, Martha, visited relatives in Tulsa, Okla..

for the holidays.

Mr. and Mrs. Oscar Syfert, son Dwain and daughter Elaine, visited another daughter and husband, Mr. and Mrs. Jim Warren in Ft. Smith for the Christmas season.

Those who killed a deer this month were: Epps Price, 5 point; Harold Taylor, 10 point; and Ewell Scribner, 9 point.

Mr. and Mrs. Kenneth Mathis are the proud parents of a baby daughter born December 6. They already have a son.

The employees of District 5 wishes for la happy and prosperous new year.

UNUSUAL OR NOT? The Verlon Roberson family of Pangburn discovered that each of their birthdays occur in separate,

though consecutive, decades. Verlon started it off when he was born in '26. His wife, Foydell, was born in '30. Older son Keith was born in 1949; daughter Vicki in 1952 and young Lyndel in 1962. Verlon is an Instrument Man for District 5 at Searcy. Mrs. Roberson is the daughter of Leo Aunspaugh, assistant area foreman in District 5.



The Verlon Roberson family



Harold May, left, and an unidentified friend display a large bobcat he killed while deer hunting about two miles south of Salado. Harold is a mechanic in the District 5 shop.



#### DISTRICT



Burnham & Campbell

Congratulations to the following employees who received five-year service awards: Arlene Delores Davis and Bobby G. Beard.

District Engineer and Mrs. Walter Hicks report a pleasant trip to Charleston, and the SASHO meeting.

The holidays are keeping all employees busy either entertaining or visiting with family and friends. The W.E. Hicks will have both daughters home for the holidays.

G.E. Gunn, N.D. Pumphrey, J.C. Webb and C.L. Baucum are all taking some annual leave, but we were not apprised of their plans.

Mary Nell and Joe Carlson attended a get-together in Little Rock and enjoyed getting acquainted with other employees and wives

Frank Mulligan and wife took a trip to Greenwood, Miss., arriving in time to see the Christmas parade.

The E.B. Campbells will have their three children home from college and "Grandma Campbell" visiting from Guthrie, Okla.

HAPPY NEW YEAR!



#### DISTRICT



#### Netha Brown

The annual Christmas party for all the employees and their families in our District was held Friday evening, December 20. Several retired employees were present. Among them was Mrs. Mary McLane Hill, a former employee at Jacksonville. Everyone enjoyed the menu of fried chicken, baked beans, salad and dessert. About 200 attended the get-to-gether.

One Tuesday morning of the December deer season, Ferrell Cato, an Instrumentman at Clarksville, was driving to work when he saw three deer grazing in a nearby field. He stopped his truck, grabbed his rifle (which he just happened to have along) and shot a four-pointer through the right eye. This, plus a stop at the meat plant to leave the deer, delayed him about 15 minutes. Some people thought it a shame that he didn't take a week's leave, spend it shivering in the woods, and come home empty-handed like most of them did.



#### DISTRICT



#### Braswell & Morton

Glen Stewart recently received his 10-Year Service Award.

E.H. Lawrence is the proud owner of a beautiful '64 mist green Impala Chevrolet. He and Mrs. Lawrence took a "test run" to Columbia, Mo. to spend a few days with relatives and reported they had a very enjoyable trip and visit.

Leo and Barbara Burlsworth announce the arrival of No. 2 son, Grady Allen.

Minnie Shinn was installed as Worthy Matron of the Harrison Chapter of the Eastern Star for the year 1964. We hope your year in this Station will be very rewarding, Minnie!

John W. Crouse, resident engineer at Yellville, has resigned from the Department to enter private business. We wish John much success in his new business. The residency at Yellville was closed and projects in that area have been assigned to Gary L. Godfrey, resident engineer at Harrison.

Marlene Cartmell has returned to work at the Huntsville Residency and it is very nice to have her back on the job. Sue Keeling, who "kept books" during Marlene's absence, has transferred to the Springdale Maintenance Office.

Curtis Pangle and family motored to Texas to spend the Christmas holidays with relatives.

J.M. Tate and Ray Duffy have been on the sick list but, we are happy to report, have recovered from their illnesses and are back at work.

Edwina Fleshman baked the Christmas turkey for a family gathering, which included her brother, Anthony Hathcoat, a cadet at Oklahoma Military Academy, who was home for the Holidays.

Several of our employees have reported good luck during the deer seasons and our quail hunters are doing pretty well too, in spite of the cold weather.

We did not have our annual Christmas Party this year, so want to take this opportunity to wish all of our retired employees a very Happy 1964!

Fishing may be slow for some people during the winter months, but not for "our" John Burlsworth! We don't know what kind of luck he is having, but he is still out there trying.



10/

#### Isabelle Psalmonds

There was no news from District 10 last month because at the time this reporter was away helping her mother and father celebrate their Golden Wedding Anniversary.

Those receiving service awards for November were Onney Herren and John Sanders, and for December, Arthur Cole-all for 10 years.

Wiley Lindsey, inspector at Lepanto, is the new Worshipful Master of Lepanto Masonic Lodge No. 667 for 1964. He was installed with other officers at the annual installation ceremonies on Tuesday night, December 17.

District Engineer John F. Price attended the SASHO meeting in Charleston, S.C. November 18-22.

Several deer kills have been reported by employees in District 10. Among those were John Price, S.G. McDaniel, Arthur Cole, Douglas Gokey, and Gaylon Williams.

Congratulations to Resident Engineer Bill Mulhollen of Blytheville for his success in passing the State Board Examination for registration as a professional engineer.

Norman Batey, senior quarterback at Paragould High School, was named to the All-Region 2AA football team announced by the Arkansas Atheletic Association along with three of his team mates. Norman is the son of Mrs. Emma Jean Cole, payroll clerk. (see pic.)

The shop and office personnel and their families enjoyed a Christmas party during the noon hour at the district shop on December 20. Ham and turkey and the trimmings were the main dishes and the men did a good job of planning and serving. We had hoped to have Mr. Winfrey and Mr. Goodman as guests but the weather prevented them from coming.

A HAPPY NEW YEAR TO ALL OF YOU!



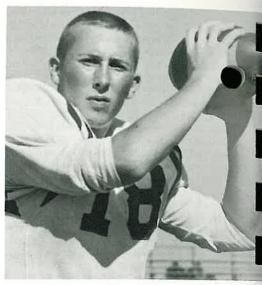
Sarah Henry

Verna Daes' youngest son, Darin, has been ill with a knee infection for some weeks, three of which were in the hospital. Verna is taking leave to be with him during his illness.

Jim Meredith, chief of General Services, presented this writer with her 10-year service awards in November...My husband Orville and I drove to Pine Bluff on January 5 to visit my aunt, Mrs. Eretta K. O'Barr, who is ill in Davis Hospital.

"Blue"





Norman Batey

### NEW FACE AT PLANNING AND RESEARCH

Since this office moved to the "country," we have acquired a faithful worker at no additional cost to the payroll.

This devotee, known as "Blue," has established himself as assistant to our watchman and friend to all.

Blue, who the men insist is a bird of ancient though unknown ancestry, first appeared shortly after we moved into our new quarters. He was half-starved and had a somewhat "moth-eaten-looking" coat. At the approach of rain he would seek shelter in the first car he found whose owner had left the window rolled down. On two occasions he was later discovered as an unexpected passenger and the drivers were somewhat disconcerted.

However, Blue soon ingratiated himself with the group by his many sterling qualities of loyalty, good will, and unassuming guardianship. Blue barks a discreet warning at night to let the watchman know when a stranger is approaching.

One of our fellow-workers, Neal Morehead, financed a trip to the vet to get Blue his shots and restore him to full health. The watchman provides him a box in which to sleep and, together with others, sees that Blue has plenty to eat and an occasional pat on the head. Man's best friend does not lack friends.

COVER: Dreams came true for those "dreaming of a White Christmas." On December 21, an unusually heavy snowfall blanketed all of Greater Little Rock and much of the state, causing hazardous driving until our maintenance crews got out the snowplows and other necessary equipment to clear them. The steep slopes off the Freeway were banked high with the white fluff.

#### ARKANSAS HIGHWAYS

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#### THE COMMISSION

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Deputy Director and Chief Engineer

(Acting Director of Highways)

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Ward Goodman

Prepared and edited under the supervision of the Administrative Assistant's Office.

Martha L. Adams.....editor, layout, vari-typist Pat Wheat......vari-typist, artwork Johnnie Gray.....Department photographer

A citizen of Little Rock evidently was touched with pangs of conscience as the following letter was sent to Mr. Goodman recently:
"Dear Sirs:

I relieved you of one of your STOP signs (the metal part only). Enclosed is \$5 to cover its cost. I doubt if it will ever be replaced since it was not necessary in the first place.)"

The letter was unsigned, of course. Mr. Goodman said the sign costs \$10.25, but the \$5 would be turned over to the Accounting Division.



# THIS'LL YA



A burglar entered a poor minister's house at midnight and was disturbed by the awakening of the occupant of the room he was in. Drawing his weapon, he said, "If you stir you are a dead man. I'm hunting for your money."

"Let me get up and turn on the light," said the minister, "and I'll hunt with you."

A mother was telling her 6-year-old son about the Golden Rule. "Always remember," she said, "that we are here to help others." The youngster mulled this over for a minute and then asked, "Well, what are the others here for?"

A man came home and saw his children on the front steps and asked what they were doing. "We're playing church," they answered. The puzzled father inquired further, and was told. "Well, we've already sung, and prayed, and preached, and now we're outside on the steps smoking."

"The traps on this course are very annoying," observed a member of the golfing foursome.

The one who was trying to putt raised his head and said "They certainly are, would you mind shutting yours?"

A little old lady riding on a bus was anxious not to pass her destination. She poked the driver with her umbrella and asked: ""Is that the First National Bank?"

"No, ma'am," replied the driver. "That's my stomach."

"We are having a raffle for a poor young widow. Will you buy a ticket?"

"Nope, my wife wouldn't let me keep her if I won her."

At a political convention, a sign had been erected near the speaker's platform for the benefit of the press photographers. It read: "Do not photograph the speakers while they are addressing the audience. Shoot them as they approach the platform."

He was in the habit of opening his Bible at random and taking the first thing his eyes alighted upon as something that would be helpful to him.

One day the verse he read was, "Judas went out and hanged himself." Not thinking that quite suitable, he shut the Bible and opened it again at another place. The verse his eyes fell upon was, "Go thou and do likewise," He tried again, and this time he read, "What thou doest, do quickly."

Wife, reading husband's fortune card from a penny scale: "You are a leader of men, with a magnetic personality and strong character. You are intelligent, witty, and attractive to the opposite sex...!t has your weight wrong, too."

"If you were to lose your husband," the insurance salesman asked the young housewife, "what would you get?"

She thought a moment and replied, "A parakeet."

The utility company received a sharp complaint from a woman regarding the distastful language some linemen used while working at the rear of her house. The super shot a note to the foreman for a full report of the incident. By prompt response this report came back:

"Bill and I were splicing cable at pole 386. I was up on the pole with a bucket of melted lead. I spilled some of the lead and it went down Bill's neck. Bill said, "For gosh sake Ralph, couldn't you be more careful"?"

Arkansas State Highway Department
P. O. Box 2261 Little Rock, Ark.

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